

AMERICAN PLAYERS INVASION

Report That the Corporation Will Send Riesenfeld Into Germany to Exploit Its Films There.

By FRANK VREELAND.

Return for the invasion of the American film market by Germany, with pictures as well as producers, America is to surge across the sea into the German film market—only this is to be a one-way invasion. Hugo Riesenfeld, well known as managing director of the Rivoli, Rialto and Criterion film theaters, is reliably reported to be going to Germany, the land where he had his humble beginning as a musician at the monthly salary which the Teutonic film extras now get daily, in the role of ambassador extraordinary of the movies—on one night, better yet, exchange professor of celluloid showmanship.

Riesenfeld, who, by the way, is an American citizen, is said to be destined by the Famous Players-Lasky Corporation, whose pictures he presents, to go abroad soon and take over general supervision of the German houses allied to Famous, grounding them in American principles of photography, exhibition and exploitation, and putting them through a course of sprouts generally just to show, incidentally, that the Continent can learn something from the uncouth United States. He will not confine himself to Teutonic theatres, though Germany will be his principal base of operations.

This is part of a grand plan on the part of Famous executives to standardize and coordinate their activities on both sides of the Atlantic, so that presently they will be the standard of the film world, with the sun never setting on their cloutings. It is said that UFA, the German film combine with which Famous is allied, has just been formed, as an exhibiting as well as producing concern, controlled not less than 4,000 movie houses in Germany as well as Russia, though the cinema theaters in the Slavonic country may now be serving as soup dispensaries instead of just being diving lodging houses, as hitherto.

Just how many of these theatres now come under the sway of Famous is a question, since the original agreement with the UFA is now being unwound from the snarl of litigation. However, those who know Adolph Zukor, president of the Famous Players-Lasky Corporation, say that for him to buy intangible assets like German pictures without setting some very substantial assets like picture houses in addition would be just like expecting apples not to store up nuts. He'd be doing positive violence to his shrewd nature not to have acquired a number of theatres.

If Riesenfeld is sent on this mission he will without question be the most powerful managing director among the exhibitors of the world, and at his command thousands of men in orchestras will saw wood. No doubt he will return with his title of "Doctor," since that is the word about the man who has been there. The director and musical conductor, for whom the adjective "senior" was made, ought to prove a strong factor in developing good will between the film impresarios of the two countries, having shown his qualities in this respect when he was suddenly called upon to interpret Ernest Lubitsch's initial speech here and went through with it without once resorting to his favorite stimulus, a cup of coffee.

In line with this report comes the rumor that Cosmopolitan Productions have been negotiating for the use of the Rivoli for the continuous presentation of Marion Davies and other stars, whom they aim to shake the firmament. It is generally credited that Cosmopolitan plans to expand on a large scale and have one of the most imposing theatres of studies in the city. Incidentally, gossip persists that the Criterion may lapse from its film exhibition state and have a fresh access of the spoken drama.

Laura Jean Libby, it is learned, intends to go into film production and race the film versions of her numerous novels against the other romances now in the running. She will produce all her stories or, as one might say, "shoot the whole works." It will be interesting to note whether the movies have advanced as far as the books in the average eye, there is still a public flourishing luxuriantly, who are ripe for backstairs classics. It is quite possible that the stories will be popular on the screen, regardless of all the glib directed at this style of literature in the past and all the sentimentalism that will be squeezed out of them before the camera.

Theda Bara, it has now been definitely decided, will be seen, revamped on the screen. That does not mean, however, a renaissance of the screen vamp. It has been established to the satisfaction of any coroner's jury that she is dead—at least as the leading figure of a photoplay—and Miss Bara, who is very astute, is likely to leave her remains in peace. Neither will she appear in the Fox sign of the film zodiac. She will sell her face over the counter herself.

In connection with her reappearance some of the inside facts—both true and untrue—of the truth, which may be concerning her initial advent in the pictures are being poured out on willing ears. It is said that when she first came to William Fox she had had a little stage experience—such as in the chorus, with just enough training to say "Oh, my" at the right dramatic moment. It is also said that she had a little of it was to wear cardboard as the sole of her shoes—maybe that was why she took such relief later at the studio in driving out into the cold and making a mess of them.

Several of her acquaintances saw the possibilities of a bad, bold, wicked woman on the screen just then, as the public at that time was beginning to feel the blight of pure, sawdust curls and unutterable sweetness. They urged Miss Bara to obtain a special individual contract with Fox and to demand a weekly salary of a king's ransom—that is, a Bialista's ransom. But Miss Bara was glad to take what Fox gave her, perhaps remembering the cardboard soles. It was decided in the Fox office to cheer her in the exploitation to ascribe to her a mysterious origin and to tack on her name to suit the origin and, if possible, make it worse. The first name, "Theda," was easy, being deducible from Theodora, one of the names which Miss Bara came naturally equipped with. But



MISS EDY DARCELEAN IN "THE DICTATOR" RIVOLI

MISS VIRGINIA VALLI IN "THE STORM" CENTRAL

MISS HELENE CHADWICK AND JAMES RENNIE IN "THE DUST FLOWER" CAPITOL

her last name, being Goodman when no one was looking, was rather hard to put a thrill in. Finally it was decided to announce that she came from Arabia, whereupon the great inspiration fell right out of the sky and onto the press agent's typewriter. Turn Arab inside out and you have—Bara! And that children, is now history was made.

Production is indubitably setting heavily under way at Hollywood, and it is anticipated in well informed circles that there will be a big boom in movie making and attendance next fall, with the rallying cry of "Back to the movies." Just as it was "Back to the land" a few years past. But despite this resumption of activity, it is also quite certain that pictures are being made much more economically and swiftly than they have of late years, marking a return to the simpler rapid fire style of the early days of the industry, when pictures were not to have clapped together while you waited.

This was evidenced a short time ago by the production of two fine reel features by a fairly well known star, each of which was hammered into shape in about two weeks, a record which would have broken Griffith's heart back in the hazy days of the old Biograph. The first picture cost \$2,000 to complete, the second \$2,000, with a bonus of \$500 offered by the star to the director if he finished it in less than two weeks—which the director, because of undue dilatoriness, failed to accomplish by a day or so.

Music Programs In Film Theaters

As a special music number of the Rivoli Theater's Independence week program Hugo Riesenfeld has prepared an opening spectacle, "Victor Herbert's 'American Fantasia' is interpreted by the orchestra, with Miss Susan Ida Cough, mezzo-soprano, as soloist. Miss Velba Aquila, soprano, and Giuseppe Iannante, baritone, will sing "O Sole Mio" by Di Capua, arranged by Josiah Zuro, and Miss Marjorie Peterson will dance her interpretation of Padewski's "Minuet."

The Strand overture will open with selections from Oscar Straus's "Choccolate Soldier," closer at the finale with Kitty McLaughlin singing "My Hero" Alex Chernyoff, Russian pianist, will play a return engagement. He has selected "Mauroka" by Godard and an added specialty "Prelude in G minor" by Rachmaninoff. Introducing the feature picture will be a vocal prologue with a special scenic setting by Director Plunkett. The organ solo will be played by Dr. Starnes and Mr. Brainard.

The Capitol program opens with a Spanish cycle. The orchestra, under Ernie Rapee, will play Chabrier's "España," followed by Miss Doris Niles in an original Spanish dance. Another dance number will be repeated by request, Alexander Oumansky's arrangement in ballet form of Rimsky-Korsakov's "Song of India," in which he will appear with Miss Gambarelli, Misses Thalia Zanou and Doris Niles. Fredrick Fradkin will accompany the presentation of a violin solo, Louis Rozsa, baritone, will sing the Evening Star aria from "Tannhauser." The orchestra will play the French waltz "Quand l'Amour Meurt" by Cremlieux as an orchestral interlude and Melchiorre Mauro-Cottone will offer paraphrases on American themes at the organ.

The music program at the Rialto will open with Franz von Suppe's "Post and Pansies" overture, by orchestra. A second instrumental number of interest will be the Bizet's "Agnes Dei," especially arranged for violin, cello, harp and organ. The soloist will be Enrico Areonati, tenor, who will sing "Celeste Aida" from Verdi's "Aida."

Attractive Bills In Vaudeville

Fanny Brice in the fourth week of her summer run, Van and Schenck with new songs and Adelaide and Hughes with a new dancing act will share headline honors at the Palace this week. Others at least as the leading figure of a photoplay—and Miss Bara, who is very astute, is likely to leave her remains in peace. Neither will she appear in the Fox sign of the film zodiac. She will sell her face over the counter herself.

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NEW ROLE FOR HUNTER. A satirical study of the little rich, entitled "The Lap of Luxury," by Townsend Martin and Frank Tuttle, will be Glenn Hunter's next picture, according to an announcement by Film Guild. The lap of luxury in question will be seen vividly in the form of two of the largest Long Island estates, made available by the exodus of millionaire tenants to Europe.

Feature Films on Broadway

APOLLO—Mary Carr continues in "Silver Wings." Fox domestic film. CAMEO—John Barrymore enters his third week in "Sherlock Holmes."

CAPITOL—"The Dust Flower," a Goldwyn picture by Basil King, with Helen Chadwick, James Rennie and Claude Gillingwater, will be presented.

CENTRAL—"The Storm," the Universal production from Langdon McCormick's play, will be shown. CRITERION—Viola Dana in "The \$5 Baby" starts a second week.

LYRIC—"Nero," the Fox spectacle of Rome, enters its seventh week. RIALTO—Jack Holt in "While Satan Sleeps" is moved down from the Rivoli for a second week on Broadway.

RIVOLI—Wallace Reid in "The Dictator," a Paramount picture from Richard Harding Davis's play, will be shown.

STRAND—"God's Country and the Law," James Oliver Curwood's latest picture, will be the feature. SHERIDAN—Viola Dana in "Seeing Believing," with Buster Keaton in "The Boat" will be the second half of the week.

Elaine Hammerstein in "Evidence," with a Harold Lloyd comedy, the second half.

Stadium Improved for Concert Season Opening This Week

Interesting Novelties on Programs for First Three Evenings, Beginning Thursday.

WITH several improvements looking to better acoustics and with an enlarged Philharmonic orchestra the summer concerts in the Lewisohn Stadium at the College of the City of New York will open next Thursday evening. The reconstructed orchestra stand, changed into a roofed structure possessing a unique type of sounding board, is said to provide perfect acoustics, even to the outermost stone seats.

The opening night is to be a Wagner evening, with one special feature introduced, the first performance of the first act of the opera "Tristan and Isolde" by Anton Seidl and conducted by him in the concert room since then, and Henry Hadley's orchestral arrangement of the score.

The first three concerts will be purely instrumental, without a soloist. On Friday the first of the newly selected works of American composers, of which there will be sixteen in all, will be given—William Henry Hummel's "Southern Fantasy." This is not a potpourri of Southern melodies, but two short themes suggestive of the South.

The program for the annual concert at New York University in connection with the summer school has just been announced by the music director, William Lyndon Wright. There will be a series of six concerts beginning Thursday evening, July 13, and continuing every Thursday up to and including August 17. The concerts will be held in the auditorium of the Gould Memorial Library at University Heights. Admission will be by cards, which will be issued upon application to the director of the summer school, Dean John W. Withers. An interesting feature of the year's program is the lecture-recital to be given by Harry Burleigh on "Negro Spirituals."

Albert Spalding, who concluded a tour of more than one hundred concerts in Europe this season with a special recital in London on June 1, has taken a villa in Florence, Italy, where he will spend the summer and devote his time to finishing compositions. Andre Benoit, his accompanist, has taken a villa nearby, where he can work with Mr. Spalding to prepare programs for his American tour next season. Both Mr. Spalding and Mr. Benoit will return home September 27.

"Send out young men to be the ears of the company, to listen in at all the shows, to find out whether humor in the Northwest is the same as it is in the South, and if not why not; and if the Middle West wants vamp or sea pictures."

"And I want these young men," concluded Mr. Laemmle with a twinkle in his eye, "to take along plenty of loose paper pads and not to be afraid of scribbling on them. We are going to make pictures in future from those notes, and many a man has owed his rise to the raw stock on which Universal Pictures are built from now on. So they are starting out what they call the Universal Secret Service force this week, secure in the thought that the little man who built up a big industry on a capital of \$100 and his knowledge of human nature can't be far wrong."

AMUSEMENTS.
NEW YORK'S LEADING THEATRES AND SUCCESSORS.
BELASCO
West 44th St.
Evs. at 8:30, 10:15.
Thurs. & Sat. 2:30.
DAVID BELASCO presents
Lenore Ulric as KIKI
"Adapted to the Needs of the Universe."
Laurie R. Bremer, Herald.
Good Morning Dearie
MUSIC BY ARTHUR EDSON
SONS OF ANNE CALDWELL
STAGED BY EDWARD GREGG
HOLIDAY MATS. TUES. (LATE)
(REGULAR MATS. SATURDAY)
(REHEARSAL FRIDAY)
GLOBE
63rd ST. MUSIC HALL, bet. W. 4th & 5th Sts.
Evs. 8:30, 10:15. MATINEES SAT.
"Shuffle Along"
Melody—Alas! Fate, American
with Miller & Lyne, Steele & Blake.
SAM HARRIS
IRVING BERLINS
"MUSIC BOX REVUE"
MUSIC BOX THEATRE
WEST 43rd
MATINEES WED & SAT.
Evs. 8:15
William Collier, Jr., Moore, Joe, Sam, Harry, Ver. Elmer, Harry, Ward, H. Clam, Aaron, "Clammy."
63rd ST. MUSIC HALL
bet. W. 4th & 5th Sts.
Evs. 8:30, 10:15. MATINEES SAT.
"Shuffle Along"
Melody—Alas! Fate, American
with Miller & Lyne, Steele & Blake.
EARL CARROLL
THEATRE, 7 Ave. 50 St.
Evs. 8:30, 10:15. MATINEES SAT.
"Shuffle Along"
Melody—Alas! Fate, American
with Miller & Lyne, Steele & Blake.
63rd ST. MUSIC HALL
bet. W. 4th & 5th Sts.
Evs. 8:30, 10:15. MATINEES SAT.
"Shuffle Along"
Melody—Alas! Fate, American
with Miller & Lyne, Steele & Blake.
2nd YEAR "SHUFFLE ALONG"
with Miller & Lyne, Steele & Blake.

MARK STRAND
A NATIONAL INSTITUTION
BROADWAY AT 47th ST. (Between 46th & 48th Sts.)
BEGINNING TODAY—ARROW FILM CORPORATION presents
JAMES OLIVER CURWOOD'S "GOD'S COUNTRY AND THE LAW"
drama of the great outdoors
Directed by Sydney Olcott
and presented with an excellent cast
Strand Symphony Orchestra
Selections from "The Chocolate Soldier".....Strauss
KITTY McLAUGHLIN.....The Celebrated Pianist, ALICE CURNISSEY, Soprano.
Odds and Ends
Film Novelties.
VOCAL PROLOGUE.....JOSEPH MARTEL, Baritone
NEW MERMAID COMEDY—"SPOOKS."

CAPITOL
B'WAY 51st ST.
WORLD'S LARGEST AND FOREMOST MOTION PICTURE PALACE
EDWARD BOYES MANAGING DIRECTOR
Another charming flower from the garden of pictures.
"The DUST FLOWER"
with HELENE CHADWICK
CLAUDE GILLINGWATER and JAMES RENNIE
A Golden Dawn King Picture.
The vivid and appealing romance of "A Cinderella of the Slums and a Modern Prince Charming"
Directed by Rowland V. Lee
CAPITOL GRAND ORCHESTRA
Erno Rapee, Conductor
"España".....Chabrier
Robert C. Bruce "Wilderness Tale," "One Man Reunion"
SOLOISTS: Oumansky, Gambarelli, Niles, Zanou, Fradkin, Louis Rozsa, Elizabeth Ayres.
A NEW MERMAID COMEDY, "RAPID FIRE."
Presentations by ROTHAFEL.

RIVOLI
BROADWAY AT 40th STREET
RIALTO
BROADWAY AT 41st STREET
BEGINNING TO-DAY
WALLACE REID
in "THE DICTATOR"
with LILIA LEE
A RICHARD HARRIS PRODUCTION
"STEP THIS WAY"
Educational Comedy.
Burlesquing a 1901 Melodrama.
Martha Graham in Music Film
Dance Interlude by Marjorie Peterson
Melba Aquila, soprano; Giuseppe Iannante, baritone.
Victor Herbert's "American Fantasia" with Susan Ida Cough, baritone, will sing the Evening Star aria from "Tannhauser." The orchestra will play the French waltz "Quand l'Amour Meurt" by Cremlieux as an orchestral interlude and Melchiorre Mauro-Cottone will offer paraphrases on American themes at the organ.
Rivoli Concert Orchestra
Fredrick Fradkin and Emil Bari conducting.

EPIC THEATRE
5th Ave. 14th St.
Evs. 8:30, 10:15. MATINEES SAT.
"The Dictator"
with LILIA LEE
A RICHARD HARRIS PRODUCTION
"STEP THIS WAY"
Educational Comedy.
Burlesquing a 1901 Melodrama.
Martha Graham in Music Film
Dance Interlude by Marjorie Peterson
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Rivoli Concert Orchestra
Fredrick Fradkin and Emil Bari conducting.

AMUSEMENTS.
AMERICA'S FOREMOST THEATRES AND HITS. DIRECTION OF LEE & J. J. SHUBERT
WINTER GARDEN
GALA OPENING
THURS. NIGHT, JULY 6th
NOTE: THE CURTAIN WILL RISE PUNCTUALLY AT 8:30 AND NO ONE WILL BE SEATED DURING THE FIRST ACT.
ARMAN KALIZ Presents
SPICE OF 1922
A New Revue in 2 Acts and 30 Scenes by JACK LAIT
Staged by ALLAN K. FOSTER
With This ROLL OF HONOR Cast:
VALESKA SURATT
GEORGIE PRICE
EVAN BURROWS
FONTAINE
JAMES WATTS
MIDGIE MILLER
FLAVIA ARCARO
WILL OAKLAND
HASKOUTRA
JACK TRAINER
FLORENCE BROWN
FRANK GRACE
MILE. MARION
JAMES GAYLOR
ADELE ROWLAND
JIMMY HUSSEY
JANE RICHARDSON
RATH BROTHERS
JAMES C. MORTON
CECILE D'ANDREA
SAM HEARN
GATTISON JONES
HARRY WALTERS
HELEN O'SHEA
JOHNNIE BERKES
REX STOREY
ARMAN KALIZ
BOX OFFICE SALE OPENS TO-MORROW
Lyrics by Jack Yellen and Owen Murphy.
Music by Fred Hanley and J. Fred Coots.

ASTOR
Theat. 40th St. & B'way. Evs. 8:30
Mats. Wed. & Sat.
RAMBEAU
The GOLDFISH
TIMES SQ. STRUT MISS LIZZIE
W. 42nd St. Evs. 8:30
Mats. Wed. & Sat.
Midnight Show Thursday, 11:30
Best Seats Evenings \$2. EXC. SAT.
8th ST. DOVER ROAD
A.A. MILNE with CHAS. CHERRY
"Most exciting play of season"—Geldes. Dial.
FROM MORN TO MIDNIGHT
FRAZEE WEAVER
MATS. WED-SAT 2:30

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800th PERFORMANCE TO-MORROW
THE BAT
2nd BIG MONTH
ABIES IRISH ROSE
ANNE NICHOLS LAUGHING SUCCESS
FULTON
405 W. 5th St.
MATS. WED-SAT
BELVYN THEATRE
W. 42nd St.
BARNEY BARNARD and ALEXANDER CARR in "PARTNERS AGAIN"
By Montague Glass and Jules Eckert Goodman.
Prices: Evs. \$2-10. Mats. Tues. & Sat. \$2. No Higher.
SPECIAL HOLIDAY MATINEE JULY 4th

HIT! KENNY
PRESS & PUBLIC GRANT MITCHELL THE HUGGERS
WILLIAM FOX
PRESENTS
THE GREAT AMERICAN FILM
"SILVER WINGS"
with MARY CADY
BY WITH AND FOR AMERICANS!
APOLLO W. 42nd St. Evs. 8:30
MATS. WED-SAT 2:30
BELMONT
Theat. 40th St. & B'way
EXTRA HOLIDAY MATINEE TUESDAY
LYRIC
W. 42nd St. Evs. 8:30
MATS. WED-SAT 2:30
THE GREATEST OF ALL SCREEN SPECTACLES
"NERO"
Staged by J. GORDON EDWARDS
SUNDAY MATINEES AT 3.

THE STORM
CENTRAL THEATRE
Evs. 8:30, 10:15. MATINEES SAT.
Continuous 1000 to 1500
Spectacular Prologue staged and conceived by Langdon McCormick, the man who wrote the original Broadway stage success.

BEKEITH'S PALACE
Evs. 8:30, 10:15. MATINEES SAT.
25-30-75-100
1000 CHOICE SEATS \$3.00
EXCEPT SAT. AND HOLIDAYS
Two Big Concerts Sunday, 2 & 3 P.M. Beginning Monday, July 3
2.18 CLAUDE ANDERSON & VERA LEE
2.24 DIXIE FOUR
2.38 TOTO
2.56 CHICK-YORKE & KING—Toss
3.12 ADELAIDE & HUGHES
America's Representative Partners—Joseph Michael Daily at the piano.
3.53 LEW BRICE
Fourth week of 14 Girl Who Is a Greater Artist Than Your Outburst and Charley Chaplin Put Together—Bill Streisinger Box Office Records and Rating New High Standards for Artistry.
4.07 FANNY PRICE
(Late Star of Ziegfeld's "Gillies")
Return to Vaudeville—The Tenth Muse
4.32 VAN & SCHENCK
"The Pervasive History of England"
HAYATAKA BROS.
4.50
BEKEITH'S RIVERSIDE
BROADWAY & 57th ST.
Concerts Sunday, 2 & 3 P.M. Wk. of July 3
GUS
VAN & SCHENCK
WILLIAM BRACK & CO.
"STARS OF YESTERDAY"
Concerts Sunday, 2 & 3 P.M. Wk. of July 3
GUS
"A NIGHT IN SPAIN"
BAILEY & COWAN, JACK NORTON & CO., JAMES S. MORTON, "DOOLEY"
ROSEN, KLEIN, T. M. G. and Producers
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100 HOSTESSES AND INSTRUCTORS
EVERY NIGHT 8:30
SAT. & SUNDAY 10:15
Gentlemen \$1.50 Ladies 50c
467 STAM LEXINGTON AVE.

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N.Y. PHILHARMONIC ORCHESTRA
HENRY HADLEY.....CONDUCTOR
Every Evening, THUR. DAY, JULY 6th
Beginning
LEWISOHN STADIUM
AMSTERDAM AVE. and 138th ST.
PRICES, 25c, 50c, \$1.00

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Pryor's Band
FREE ENTREE
FREE CIRCUS
STEEPLECHASE
THE FUNNY PLAIN
SUNDAY FOOT RACING